WHAT IS CLAIMED IS:

- 1. A composition for the oxidation dyeing of keratin fibers comprising, in a medium suitable for dyeing:
 - a) at least one oxidation dye,
 - b) at least one associative polymer, and
 - c) at least one aminosilicone,

wherein the weight ratio of the at least one aminosilicone to the at least one associative polymer is greater than or equal to 1.

- 2. The composition according to Claim 1, wherein the keratin fibers are human keratin fibers.
- 3. The composition according to Claim 2, wherein the human keratin fibers are hair.
- 4. The composition according to Claim 1, wherein the at least one aminosilicone is chosen from aminosilicones of formula (I), (II) and (III) below:

wherein in formula (I):

m and n are numbers such that the sum (n+m) may vary from 1 to 1,000, it being possible for n to be a number from 0 to 999 and for m to be a number from 1 to 1,000; and

 R_1 , R_2 and R_3 , which are identical or different, are chosen from a hydroxyl radical and from C_1 - C_4 alkoxy radicals, wherein at least one of the radicals R_1 to R_3 is an alkoxy radical;

wherein in formula (II):

p and q are numbers such that the sum (p+q) may vary from 1 to 1,000, it being possible for p to be a number from 0 to 999 and for q to be a number from 1 to 1,000;

 R_1 and R_2 , which are different, are chosen from a hydroxyl radical and from C_1 - C_4 alkoxy radicals, wherein at least one of the radicals, R_1 or R_2 , is an alkoxy radical;

$$\begin{array}{c} CH_{3} \\ HO \longrightarrow Si \\ CH_{3} \\ CH_{3} \\ \end{array} \begin{array}{c} CH_{3} \\ O \longrightarrow Si \\ CH_{3} \\ \end{array} \begin{array}{c} CH_{3} \\ O \longrightarrow Si \\$$

wherein in formula (III):

A is a linear or branched C₄-C₈ alkylene radical,

m and n are numbers such that the sum (n+m) may vary from 1 to 2,000, it being possible for n to be a number ranging from 0 to 1999 and for m to be a number ranging from 1 to 2,000.

5. The composition according to Claim 4, wherein in formula (I) the sum (n+m) ranges from from 50 to 250, it being possible for n to be a number from 49 to 249, and m to be a number ranging from 1 to 10;

wherein in formula (II) the sum (p+q) may vary from 50 to 350, it being possible for p to be a number from 49 to 349, and q to be a number from 1 to 10; and

wherein in formula (III) the sum (n+m) may vary from 50 to 150, it being possible for n to be a number from 49 to 149, and m to be a number from 1 to 10.

6. The composition according to Claim 4, wherein in in formula (I) the sum (n+m) ranges from from 100 to 200, it being possible for n to be a number from 125 to 175, and m to be a number ranging from 1 to 5; and

wherein in formula (II) the sum (p+q) may vary from 150 to 250, it being possible for p to be a number from 159 to 239, and q to be a number from 1 to 5.

- 7. The composition according to Claim 4, wherein the C_1 - C_4 alkoxy radical of formulae (I) and (II) is a methoxy radical.
- 8. The composition according to Claim 4, wherein for the at least one aminosilicone of formula (I), the hydroxyl/alkoxy molar ratio ranges from 0.2:1 to 0.4:1.
- 9. The composition according to Claim 8, wherein for the at least one aminosilicone of formula (I), the hydroxyl/alkoxy molar ratio ranges from 0.25:1 to 0.35:1.
- 10. The composition according to Claim 9, wherein for the at least one aminosilicone of formula (I), the hydroxyl/alkoxy molar ratio is 0.3:1.

- 11. The composition according to Claim 4, wherein for the at least one aminosilicone of formula (II), the hydroxyl/alkoxy molar ratio ranges from 1:0.8 to 1:1.1.
- 12. The composition according to Claim 11, wherein for the at least one aminosilicone of formula (II), the hydroxyl/alkoxy molar ratio ranges from 1:0.9 to 1:1.
- 13. The composition according to Claim 12, wherein for the at least one aminosilicone of formula (II), the hydroxyl/alkoxy molar ratio is 1:0.95.
- 14. The composition according to Claim 4, wherein the at least one aminosilicone of formula (I) has a weight-average molecular mass ranging from 2,000 to 1,000,000.
- 15. The composition according to Claim 14, wherein the at least one aminosilicone of formula (I) has a weight-average molecular mass ranging from 3,500 to 200,000.
- 16. The composition according to Claim 4, wherein the at least one aminosilicone of formula (II) has a weight-average molecular mass ranging from 2,000 to 200,000.
- 17. The composition according to Claim 16, wherein the at least one aminosilicone of formula (II) has a weight-average molecular mass ranging from 5,000 to 100,000.
- 18. The composition according to Claim 17, wherein the at least one aminosilicone of formula (II) has a weight-average molecular mass ranging from 10,000 to 50,000.
- 19. The composition according to Claim 4, wherein in the formula (III), A is a linear or branched C₄ alkylene radical.
- 20. The composition according to Claim 4, wherein the viscosity of the at least one aminosilicone of formula (III) is greater than 25 000 mm²/s at 25°C.

- 21. The composition according to Claim 20, wherein the viscosity of the at least one aminosilicone of formula (III) ranges from 30,000 to 200,000 mm²/s at 25°C.
- 22. The composition according to Claim 21, wherein the viscosity of the at least one aminosilicone of formula (III) ranges from 30,000 to 150,000 mm²/s at 25°C.
- 23. The composition according to Claim 1, wherein the at least one aminosilicone is present in the composition in an amount ranging from 0.1% to 10% by weight relative to the total weight of the composition.
- 24. The composition according to Claim 23, wherein the at least one aminosilicone is present in the composition in an amount ranging from 0.5% to 5% by weight relative to the total weight of the composition.
- 25. The composition according to Claim 1, wherein the at least one associative polymer is chosen from non-ionic, anionic, cationic, and amphoteric associative polymers.
- 26. The composition according to Claim 25, wherein the at least one associative polymer is a fatty-chain anionic associative polymer comprising at least one hydrophilic unit and at least one fatty-chain allyl ether unit.
- 27. The composition according to Claim 26, wherein the at least one hydrophilic unit is an ethylenic unsaturated anionic monomer.
- 28. The composition according to Claim 27, wherein the ethylenic unsaturated anionic monomer is a vinylcarboxylic acid.
- 29. The composition according to Claim 26, wherein the at least one fatty-chain allyl ether unit is a monomer of formula (IV) below:

$$CH_2 = C R' CH_2 O B_n R$$
 (IV)

wherein R' is chosen from H and CH₃, B is an ethyleneoxy radical, n is chosen from zero and an integer ranging from 1 to 100, R is a hydrocarbon-based radical chosen from

alkyl, arylalkyl, aryl, alkylaryl, and cycloalkyl radicals, comprising from 8 to 30 carbon atoms.

- 30. The composition according to Claim 29, wherein R is a hydrocarbon-based radical chosen from alkyl, arylalkyl, aryl, alkylaryl, and cycloalkyl radicals, comprising from 10 to 24 carbon atoms.
- 31. The composition according to Claim 30, wherein R is a hydrocarbon-based radical chosen from alkyl, arylalkyl, aryl, alkylaryl, and cycloalkyl radicals, comprising from 12 to 18 carbon atoms.
- 32. The composition according to Claim 26, wherein the fatty-chain anionic associative polymer comprises at least one hydrophilic unit of unsaturated olefinic carboxylic acid and at least one hydrophobic unit of unsaturated carboxylic acid (C_{10} - C_{30})alkyl ester.
- 33. The composition according to Claim 32, wherein the at least one hydrophilic unit of unsaturated olefinic carboxylic acid corresponds to the monomer of formula (V) below:

wherein R₁ is chosen from H, CH₃, and C₂H₅, and

wherein the at least one hydrophobic unit of unsaturated carboxylic acid $(C_{10}\text{-}C_{30})$ alkyl ester corresponds to the monomer of formula (VI) below:

$$H_2C = C - C - OR_3$$
 (VI)

wherein R_2 is chosen from H, CH_3 , and C_2H_5 , and R_3 is a C_{10} - C_{30} alkyl radical.

- 34. The composition according to Claim 33, wherein in formula (VI), R_3 is a C_{12} - C_{22} alkyl radical.
- 35. The composition according to Claim 26, wherein the fatty-chain anionic associative polymer is a maleic anhydride/ C_{30} - C_{38} α -olefin/alkyl maleate terpolymer.
- 36. The composition according to Claim 26, wherein the fatty-chain anionic associative polymer is an acrylic terpolymer comprising:
- (a) about 20% to 70% by weight of a carboxylic acid containing α,β -monoethylenic unsaturation,
- (b) about 20% to 80% by weight of a non-surfactant monomer containing α,β -monoethylenic unsaturation and being other than (a),
- (c) about 0.5% to 60% by weight of a non-ionic monourethane which is the product of reaction of a monohydric surfactant with a monoisocyanate containing monoethylenic unsaturation.
- 37. The composition according to Claim 26, wherein the fatty-chain anionic associative polymer is chosen from copolymers comprising among their monomers a carboxylic acid containing α,β -monoethylenic unsaturation and an ester of carboxylic acid containing α,β -monoethylenic unsaturation and of an oxyalkylenated fatty alcohol.
- 38. The composition according to Claim 25, wherein the at least one associative polymer is a fatty-chain non-ionic associative polymer chosen from:

- (1) celluloses modified with groups comprising at least one fatty chain;
- (2) hydroxypropylguars modified with groups comprising at least one fatty chain;
- (3) polyurethane polyethers comprising in their chain both hydrophilic blocks of polyoxyethylenated kind and hydrophobic blocks which are aliphatic sequences alone and/or cycloaliphatic and/or aromatic sequences;
 - (4) copolymers of vinylpyrrolidone and of fatty-chain hydrophobic monomers;
- (5) copolymers of C₁-C₆ alkyl methacrylates or acrylates and of amphiphilic monomers comprising at least one fatty chain;
- (6) copolymers of hydrophilic methacrylates or acrylates and of hydrophobic monomers comprising at least one fatty chain; and
 - (7) polymers with an aminoplast ether skeleton containing at least one fatty chain.
- 39. The composition according to Claim 38, wherein the polyurethane polyethers comprise at least two hydrocarbon-based lipophilic chains having from 8 to 30 carbon atoms, separated by a hydrophilic block, the hydrocarbon-based chains being pendent chains or chains at the end of the hydrophilic block.
- 40. The composition according to Claim 38, wherein the polyurethane polyether is multiblock.
- 41. The composition according to Claim 40, wherein the polyurethane polyether is triblock.
- 42. The composition according to Claim 25, wherein the at least one associative polymer is a cationic associative polymer comprising at least one fatty chain and chosen from:
 - (i) quaternized celluloses modified with groups comprising at least one fatty chain,

- (ii) quaternized hydroxyethylcelluloses modified with groups comprising at least one fatty chain,
 - (iii) cationic polyurethanes,
 - (iv) cationic polyvinyllactams, and
- (v) acrylic terpolymers comprising acrylates, amino (meth)acrylates, and C₁₀-C₃₀ alkyl itaconate, polyoxyethylenated with 20 mol of ethylene oxide.
- 43. The composition according to Claim 42, wherein an alkyl group of the quaternized celluloses or hydroxyethylcelluloses contains from 8 to 30 carbon atoms.
- 44. The composition according to Claim 42, wherein the quaternized hydroxyethylcellulose is modified with a C_{12} or C_{18} alkyl group resulting in a cationic amphiphilic polymer.
- 45. The composition according to Claim 42, wherein the cationic polyurethane is a polymer of formula (IA) below:

$$R-X-(P)_n-(L-(Y)_m)_r-L'-(P')_p-X'-R'$$
 (IA)

wherein:

R and R', which may be identical or different, are chosen from a hydrophobic group and a hydrogen atom;

X and X', which may be identical or different, are chosen from a group comprising an amine function optionally bearing a hydrophobic group, and alternatively the group L";

L, L' and L", which may be identical or different, are each a group derived from a diisocyanate;

P and P', which may be identical or different, are each a group comprising an amine function optionally bearing a hydrophobic group;

Y is a hydrophilic group;

r is an integer ranging from 1 to 100, and

n, m and p each are, independently of each other, a number ranging from 0 to 1000; wherein the molecule contains at least one protonated or quaternized amine function and at least one hydrophobic group.

- 46. The composition according to Claim 45, wherein r is an integer ranging from 1 to 50.
- 47. The composition according to Claim 46, wherein r is an integer ranging from 1 to 25.
- 48. The composition according to Claim 25, wherein the at least one associative polymer is an amphoteric polymer comprising at least one fatty chain having 8 to 30 carbon atoms and at least one non-cyclic cationic unit.
- 49. The composition according to Claim 48, wherein the amphoteric polymer contains from 1 to 20 mol% of monomer comprising a fatty chain, relative to the total number of moles of monomers.
- 50. The composition according to Claim 48, wherein the amphoteric polymer comprises:
 - 1) at least one monomer of formula (VII) or (VIII):

$$R_1$$
— C — C — C — Z — (C_nH_{2n}) — N — R_5
 R_4
(VII)

$$R_1 - C - C - C - Z - (C_n H_{2n}) - N \begin{pmatrix} R_3 \\ R_4 \end{pmatrix}$$
 (VIII)

wherein R_1 and R_2 , which may be identical or different, are chosen from a hydrogen atom and a methyl radical, R_3 , R_4 and R_5 , which may be identical or different, are chosen from linear and branched alkyl radicals comprising from 1 to 30 carbon atoms,

Z is chosen from an NH group and an oxygen atom,

n is an integer from 2 to 5, and

A is an anion derived from an organic or mineral acid;

2) at least one monomer of formula (IX)

$$R_6$$
—CH=CR₇—COOH (IX)

wherein R_6 and R_7 , which may be identical or different, are chosen from a hydrogen atom and a methyl radical; and

3) at least one monomer of formula (X):

$$R_6$$
— $CH=CR_7$ — $COX R_8$ (X)

wherein R_6 and R_7 , which may be identical or different, are chosen from a hydrogen atom and a methyl radical, X is chosen from an oxygen atom and a nitrogen atom, and R_8 is a linear or branched alkyl radical comprising from 1 to 30 carbon atoms;

wherein at least one of the monomers of formulae (VII), (VIII) or (X) comprises at least one fatty chain.

- 51. The composition according to Claim 50, wherein the monomer of formulae (VII) and (VIII) is chosen from dimethylaminoethyl methacrylate, dimethylaminoethyl acrylate, diethylaminoethyl methacrylate, diethylaminoethyl acrylate, dimethylaminopropyl methacrylate, dimethylaminopropyl acrylate, dimethylaminopropylacrylamide, which are optionally quaternized.
- 52. The composition according to Claim 50, wherein the monomer of formula (VII) is chosen from acrylamidopropyltrimethylammonium chloride, and methacrylamidopropyltrimethylammonium chloride.
- 53. The composition according to Claim 50, wherein the monomer of formula (IX) is chosen from acrylic acid, methacrylic acid, crotonic acid, and 2-methylcrotonic acid.
- 54. The composition according to Claim 50, wherein the monomer of formula (X) is chosen from C_{12} - C_{22} alkyl acrylates or methacrylates.
- 55. The composition according to Claim 50, wherein the monomer of formula (X) is chosen from C_{16} - C_{18} alkyl acrylates or methacrylates.
- 56. The composition according to Claim 1, wherein the at least one associative polymer is present in the composition in an amount ranging from 0.05% to 10% by weight relative to the total weight of the composition.
- 57. The composition according to Claim 56, wherein the at least one associative polymer is present in the composition in an amount ranging from 0.1% and 5% by weight relative to the total weight of the composition.
- 58. The composition according to Claim 1, wherein the at least one associative polymer is a cationic fatty-chain polymer.

- 59. The composition according to Claim 58, wherein the cationic fatty-chain polymer is chosen from cationic polyurethanes.
- 60. The composition according to Claim 1, wherein the ratio by weight of the at least one aminosilicone to the at least one associative polymer ranges from 1 to 10.
- 61. The composition according to Claim 1, wherein the at least one oxidation dye is chosen from oxidation bases and couplers.
- 62. The composition according to Claim 61, further comprising at least one oxidation base.
- 63. The composition according to Claim 61, wherein the oxidation bases are chosen from ortho- and para-phenylenediamines, double bases, ortho- and para-aminophenols, heterocyclic bases, and also the acid addition salts of these compounds.
- 64. The composition according to Claim 63, wherein the para-phenylenediamines are chosen from the compounds of formula (XI) below:

$$R_4$$
 R_4
 R_3
 R_4
 R_3
 R_4
 R_3
 R_4
 R_4
 R_4
 R_4
 R_5

wherein:

- R₁ is chosen from a hydrogen atom, a C₁-C₄ alkyl radical, a C₁-C₄ monohydroxyalkyl radical, a C₂-C₄ polyhydroxyalkyl radical, a (C₁-C₄)alkoxy(C₁-C₄)alkyl radical, and a C₁-C₄ alkyl radical substituted with a nitrogenous, phenyl or 4'-aminophenyl group;

- R_2 is chosen from a hydrogen atom, a C_1 - C_4 alkyl radical, a C_1 - C_4 monohydroxyalkyl radical, a C_2 - C_4 polyhydroxyalkyl radical, a $(C_1$ - $C_4)$ alkyl radical, and a C_1 - C_4 alkyl radical substituted with a nitrogenous group;

R₁ and R₂ may also form, with the nitrogen atom that bears them, a 5- or 6-membered nitrogen heterocycle optionally substituted with at least one group chosen from alkyl, hydroxyl and ureido groups;

- R_3 is chosen from a hydrogen atom, a halogen atom, a C_1 - C_4 alkyl radical, a sulpho radical, a carboxyl radical, a C_1 - C_4 monohydroxyalkyl radical, a C_1 - C_4 hydroxyalkoxy radical, an acetylamino(C_1 - C_4)alkoxy radical, a mesylamino(C_1 - C_4)alkoxy radical, and a carbamoylamino(C_1 - C_4)alkoxy radical, and
 - R₄ is chosen from a hydrogen atom, a halogen atom, and a C₁-C₄ alkyl radical.
- 65. The composition according to Claim 63, wherein the double bases are chosen from the compounds of structure (XII) below:

wherein:

- Z_1 and Z_2 , which may be identical or different, are chosen from a hydroxyl radical, and a -NH $_2$ radical which may be substituted with at least one entity chosen from a C $_1$ -C $_4$ alkyl radical and a linker arm Y;

- the linker arm Y is a linear or branched alkylene chain containing from 1 to 14 carbon atoms, which may be interrupted by or terminated with at least one nitrogenous group and/or at least one heteroatom, and optionally substituted with at least one hydroxyl or C₁-C₆ alkoxy radicals;
- R₅ and R₆, which may be identical or different, are chosen from a hydrogen atom, a halogen atom, C₁-C₄ alkyl radicals, C₁-C₄ monohydroxyalkyl radicals, C₂-C₄ polyhydroxyalkyl radicals, C₁-C₄ aminoalkyl radicals, and a linker arm Y; and
- R₇, R₈, R₉, R₁₀, R₁₁ and R₁₂, which may be identical or different, are chosen from a hydrogen atom, a linker arm Y, and C₁-C₄ alkyl radicals;

with the proviso that the compounds of formula (XII) contain only one linker arm Y per molecule.

66. The composition according to Claim 63, wherein the para-aminophenols are chosen from the compounds of structure (XIII) below:

wherein:

 R_{13} is chosen from a hydrogen atom, a halogen atom, a C_1 - C_4 alkyl, C_1 - C_4 monohydroxyalkyl, $(C_1$ - $C_4)$ alkoxy $(C_1$ - $C_4)$ alkyl, C_1 - C_4 aminoalkyl, and a hydroxy $(C_1$ - $C_4)$ alkylamino $(C_1$ - $C_4)$ alkyl radical,

 R_{14} is chosen from a hydrogen atom, a halogen atom, a C_1 - C_4 alkyl, C_1 - C_4 monohydroxyalkyl, C_2 - C_4 polyhydroxyalkyl, C_1 - C_4 aminoalkyl, C_1 - C_4 cyanoalkyl, and a $(C_1$ - $C_4)$ alkoxy $(C_1$ - $C_4)$ alkyl radical,and

R₁₅ is chosen from a hydrogen atom and a C₁-C₄ alkyl radical.

- 67. The composition according to Claim 63, wherein the heterocyclic bases are chosen from pyridine derivatives, pyrimidine derivatives, and pyrazole derivatives.
- 68. The composition according to Claim 61, wherein the oxidation bases are present in the composition in an amount ranging from 0.0005% to 12% by weight relative to the total weight of the composition.
- 69. The composition according to Claim 68, wherein the oxidation bases are present in the composition in an amount ranging from 0.005% to 8% by weight relative to the total weight of the composition.
- 70. The composition according to Claim 61, wherein the couplers are chosen from meta-phenylenediamines, meta-aminophenols, meta-diphenols, heterocyclic couplers, and the acid addition salts thereof.
- 71. The composition according to Claim 61, wherein the couplers are present in the composition in an amount ranging from 0.0001% to 10% by weight relative to the total weight of the composition.
- 72. The composition according to Claim 71, wherein the couplers are present in the composition in an amount ranging from 0.005% to 5% by weight relative to the total weight of the composition.

- 73. The composition according to Claim 63, wherein the acid addition salts of the oxidation bases are chosen from hydrochlorides, hydrobromides, sulphates, tartrates, lactates and acetates.
- 74. The composition according to Claim 70, wherein the acid addition salts of the couplers are chosen from hydrochlorides, hydrobromides, sulphates, tartrates, lactates and acetates.
- 75. The composition according to Claim 1, further comprising at least one direct dye.
- 76. The composition according to Claim 1, further comprising at least one amphoteric or cationic substantive non-silicon based polymer different from the claimed at least one associative polymer.
- 77. The composition according to Claim 76, wherein the at least one substantive polymer is the homopolymer of dimethyldiallylammonium chloride.
- 78. The composition according to Claim 76, wherein the at least one substantive polymer is a polymer of quaternary polyammonium comprising repeating units corresponding to formula (W) below:

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CH_{3} & CH_{3} \\
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79. The composition according to Claim 76, wherein the at least one substantive polymer is a polymer of quaternary polyammonium comprising repeating units corresponding to formula (U) below:

- 80. The composition according to Claim 76, wherein the at least one cationic or amphoteric substantive polymer is present in the composition in an amount ranging from 0.01% to 10% by weight of the total weight of the composition.
- 81. The composition according to Claim 80, wherein the at least one cationic or amphoteric substantive polymer is present in the composition in an amount ranging from 0.05% to 5% by weight of the total weight of the composition.
- 82. The composition according to Claim 81, wherein the at least one cationic or amphoteric substantive polymer is present in the composition in an amount ranging from 0.1% to 3% by weight of the total weight of the composition.
- 83. The composition according to Claim 1, further comprising at least one surfactant chosen from anionic, amphoteric, non-ionic, zwitterionic, and cationic surfactants.
- 84. The composition according to Claim 83, wherein the at least one surfactant is non-ionic.
- 85. The composition according to Claim 83, wherein the at least one surfactant is present in the composition in an amount ranging from 0.01% to 40% by weight relative to the total weight of the composition.

- 86. The composition according to Claim 85, wherein the at least one surfactant is present in the composition in an amount ranging from 0.5% to 30% by weight relative to the total weight of the composition.
- 87. The composition according to Claim 1, further comprising at least one thickener.
- 88. The composition according to Claim 87, wherein the at least one thickener is chosen from a cellulosic thickener, a guar gum derivative, a gum of microbial origin, and a synthetic thickener.
- 89. The composition according to Claim 87, wherein the at least one thickener is present in the composition in an amount ranging from 0.01% to 10% by weight relative to the total weight of the composition.
- 90. The composition according to Claim 1, further comprising at least one reducing agent present in the composition in an amount ranging from 0.05% to 1.5% by weight relative to the total weight of the composition.
 - 91. A ready-to-use composition comprising
 - a) at least one oxidation dve.
 - b) at least one associative polymer,
 - c) at least one aminosilicone,

wherein the at least one aminosilicone/at least one associative polymer weight ratio is greater than or equal to 1, and

- d) at least one oxidizing agent.
- 92. The composition according to Claim 91, wherein the at least one oxidizing agent is chosen from hydrogen peroxide, urea peroxide, alkali metal bromates,

ferricyanides, persalts, and redox enzymes together where appropriate with the respective donor or co-factor thereof.

- 93. The composition according to Claim 91, wherein the at least one oxidizing agent is hydrogen peroxide.
- 94. The composition according to Claim 93, wherein the at least one oxidizing agent is an aqueous hydrogen peroxide solution whose titre ranges from 1 to 40 volumes.
- 95. The composition according to Claim 94, wherein the composition has a pH ranging from 4 to 11.
 - 96. A process for the oxidation dyeing of keratin fibers comprising:
- (i) applying to the keratin fibers at least one composition (A) comprising, in a medium suitable for dyeing,
 - a) at least one oxidation dye,
 - b) at least one associative polymer, and
 - c) at least one aminosilicone,

wherein the weight ratio of the at least one aminosilicone to the at least one associative polymer is greater than or equal to 1;

- (ii) applying to the keratin fibers at least one composition (B) comprising at least one oxidizing agent.
- 97. The process according to Claim 96, wherein the keratin fibers are hair.
- 98. The process according to Claim 96, comprising mixing, at the time of use, the at least one composition (A) and the at least one composition (B).
- 99. The process according to Claim 96, wherein the at least one composition (B) is applied sequentially before or after the at least one composition (A), with or without intermediate rinsing.

- 100. The process according to Claim 96, wherein the color of the fibers is developed at an alkaline, neutral or acidic pH.
 - 101. A multicompartment kit comprising:
- (i) a first compartment comprising at least one composition (A) comprising, in a medium suitable for dyeing,
 - a) at least one oxidation dye,
 - b) at least one associative polymer, and
 - c) at least one aminosilicone,

wherein the weight ratio of the at least one aminosilicone to the at least one associative polymer is greater than or equal to 1;

- (ii) a second compartment comprising at least one composition (B) comprising at least one oxidizing agent.
- 102. The composition according to Claim 1, wherein the ratio by weight of the at least one aminosilicone to the at least one associative polymer ranges from 1 to 5.